



POP

SOCIAL TOKENS
FOR BRANDS,
INFLUENCERS AND
CONTENT CREATORS

White Paper V1.0

PLEASE READ THIS DISCLAIMER SECTION CAREFULLY.

YOU SHOULD CONSULT YOUR OWN ADVISORS CONCERNING THE LEGAL, TAX, ECONOMIC, FINANCIAL AND OTHER ASPECTS ASSOCIATED WITH THE POP TOKEN AND ABRAND.IO PLATFORM

Disclaimer

The POP SOCIAL is registered as a IBC (International Business Corporation) under the BVI Business Companies Act 2004 . The POP token does not possess any necessary characteristic required to be considered a transferable security, money market instrument, unit in collective investment schemes, a digital currency, commodity, security or any other form of investment in any jurisdiction.

This white paper is compiled in accordance with the requirements and provisions of the VFA Act and is in the process of being registered with the relevant competent authority, the BVI Financial Services Authority. As at the date of this white paper, no other registrations, approvals or licensing requirements apply for the POP token in terms of applicable BVI law.

This white paper does not constitute a prospectus or offering document and is not a solicitation for investment and does not constitute an offer of financial instruments, securities to the public or a collective investment scheme. Any decision to purchase POP tokens shall be based on consideration of this white paper as a whole.

The Issuer reserves the right to (i) make changes to this white paper and any documents linked to the POP token and/or holding and use of POP token to ensure compliance with the applicable regulatory requirements and (ii) , do all that is necessary to be in compliance with any regulatory requirements, including but not limited to, interrupting, suspending or ceasing the operations or trading of the POP token if deemed necessary at the Issuer's sole discretion.

It is solely up to you to ensure that no prior or subsequent approval, notification, registration or licence is needed or if such is needed, it is solely up to you to obtain such prior or subsequent approval, notification, registration or licence or require any form in the country where you are a citizen, national, resident or having a similar connecting factor, or incorporated, registered or effectively managed, and the Issuer shall not in any way be liable for any non-conformity of the above by you.

The POP tokens are not available to (i) a natural person being a citizen, national, resident or having a similar connecting factor to; or (ii) a juridical person being incorporated, registered or effectively managed and controlled from or within a country, jurisdiction or territory where the private placement or the holding and use of the POP token and/or virtual currency or other tokens at any other moment in time is prohibited by laws, regulations or other practices and policies in the said country, jurisdiction or territory, which is taken to include, but is not limited to the United States of America, or any other jurisdiction where the aforementioned are prohibited.

This white paper, the POP tokens and/or the holding, use and trading of the POP token carries no rights, whether express or implied, other than for their use on the ABRAND.IO platform and trading on cryptocurrency exchanges, POP tokens do not represent or confer any ownership right or stake, share or security or equivalent rights, intellectual property rights or any other form of participation relating to the Issuer. POP tokens do not give you any entitlement to acquire any such interest or entitlement in respect of the Issuer.

The administrator of the Issuer, as identified in the Considerations section of this white paper, are the persons responsible for the information contained in this white paper. To the best of the knowledge and belief of the administrators of the Issuer (who have all taken reasonable care to ensure such is the case), the information contained in this white paper is in accordance with the facts and does not omit anything likely to affect the import of such information. The administrators of the Issuer accept responsibility accordingly.



POP

Top Level Snapshot



VISION

Give millions of influencer ability to launch their own personalized influencer coin and allow their followers to invest in them through their coin

Create a influencer management platform for Brands to incentivize influencers and consumers

Connect influencers and content creators directly to Brands to monetize their influence and content via NFT's



TEAM

Team of industry experts

Experienced in digital marketing, Sales, Influencer management and brand management



LEGITIMACY

- Developed in the E.U. (BVI)
- Executed with the support of the BVI Government

POP
Top Level Snapshot

MARKET

Influencer Marketing Platform:

Current market size of \$15B and projected to be \$85B by 2028 with annual growth rate of over 30%, due to high efficacy compared to other forms of marketing

Over 15MMs Micro-influencer' increasing power due to higher authenticity and lower cost.



STAKEHOLDERS

- BRANDS
- INFLUENCERS
- CONSUMERS



PRIVATE PLACEMENT

- Planned for 2nd half of 2021
- Currently utilizing the BEP20 token standard



POP

Top Level Snapshot

VIABLE CONSUMER DEMOGRAPHIC

Followers of Brands and influencers are young, well-educated, relatively affluent and digitally savvy. Their profile matches that of early cryptocurrency adopters. Furthermore together with influencers, both demographics have readily adopted crowd-solutions as means of engagement with brands

A GAP IN CURRENT ENGAGEMENT SERVICES

Global marketing spend mostly comes from large corporates, media corporations and other corporate sponsors. Of the total spend, Influencer marketing spend is growing relatively faster. Influencer engagement is wrought with Fraud, Uncertain pricing, Low quality performance measurement, Low transaction efficiencies and complexity in partnership management.

Micro-influencer's share of participation is rising rapidly due to higher authenticity and lower cost compared to Mega-influencers. But the average micro-Influencer has difficulty engaging in opportunities related to such marketing spends.

POP PIONEERS INFLUENCER ENGAGEMENT SOLUTIONS

Own POP tokens and exchanging them on POP powered platforms like ABRAND.io, Consumers and Influencers can acquire Brand Tokens and Followers can acquire Influencer Tokens. A scalable and seamless solution that work across many industry verticals and geographies.



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CONSIDERATIONS

1. Disclaimer, Risks & Definitions
2. Issuer Information
3. KYC & AML
4. IP Rights & Misc. Service Providers

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Disclaimer & Risks

Express Disclaimer:

The ABRAND.IO Platform fall outside the scope of this White Paper – they are mentioned in this White Paper by way of reference only and are strictly not regulated by the contents hereof.

Risk Factors:

The following is a non-exhaustive disclosure of principal risk factors which are considered to be material by the Company in connection with the Private Placement Event, and the acquisition, holding and/or use of POP as well, to the extent rendered application, the use of the ABRAND.IO Platform at any moment in time. Participants should consider these risk factors alongside all other information provided in the White Paper and are advised to consult with their own professional advisers (including their financial, accounting, legal, tax, technical or other advisers and experts) before deciding to obtain POP. In addition, Participants should be aware that the risks described herein may combine and thus intensify one another.

The Company believes that the following risk factors may even affect its own business, as well as the external valuation of POP (which external valuation is beyond the scope and purpose of the reason behind the ABRAND.IO Platform and the Company's Business). Most of these risk factors are contingencies which may or may not occur and the Company is not in a position to predict the likelihood of such contingency occurring.

By acquiring, holding and using POP, the Participant expressly acknowledges and assumes the following risks:

General Suitability of token acquisition

The acquisition of POP from the Company is only suitable for financially sophisticated persons who are capable of evaluating the merits and risks of

such an acquisition, or other persons who have been professionally advised with regard to token acquisition and who have sufficient financial resources to be able to bear any losses that may arise therefrom (which may be equal to the whole amount spent in connection with the token acquisition). Such an acquisition should not be seen as an investment or a financial asset.

Risk of losing access to POP due to loss of Private key/s, Custodial Error or Participant Error

A Wallet is necessary to acquire, hold and dispose of POP. The Participant hereby understands that he is responsible for setting up the Wallet with a third-party provider to hold POP and he is responsible for implementing reasonable measures for securing the Wallet. Accordingly, loss of requisite private key/s associated with the Wallet holding POP will result in loss of such POP and any other cryptocurrencies and/or tokens held within. Moreover, any third party that gains access to such private key/s, including by gaining access to login credentials of the Wallet that the Participant uses, may be able to misappropriate the Participant's POP. Any errors or malfunctions caused by or otherwise related to the Wallet that the Participant chooses to receive and hold POP including the Participant's own failure to properly maintain or use such wallet or caused as a result of the choice of third party provider for the Wallet, may also result in the loss of POP. Additionally, the Participant's failure to follow precisely the procedures set forth in the Terms for acquiring and receiving POP including but not limited to, the provision of the wrong Wallet address for receiving POP may also result in the loss of his POP.

Risk of Mining Attacks

As with other decentralized cryptographic tokens based on the Binance protocol, (BEP20 tokens) POP are susceptible to attacks by miners in the course of validating POP transactions on the Binance blockchain, including, but not limited, to double-spend attacks, majority mining power attacks, and selfish-mining attacks. Any successful attacks present a risk to the ABRAND.com Platform and/or POP, including but not limited to, accurate execution and recording of transactions involving POP.

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Risks

Risk of Hacking and Security weakness

Hackers or other groups or organisations may attempt to interfere with POP in a number of ways, including, but not limited to denial of service attacks, Sybil attacks, spoofing, smurfing, malware attacks, or consensus-based attacks, and any such similar events which could have an impact on POP, the ABRAND.IO Platform and the Services the Company may offer from time to time.

Risk of Security weakness in the Smart Contract, Website and POP Source Code or any associates software and/or Infrastructure

There is a risk that the Smart Contract, Website, the ABRAND.IO Platform and POP may unintentionally include weaknesses or bugs in the source code interfering with the use of or causing the loss of POP; the source code of the Website is open and could be updated, amended, altered or modified from time to time.

The Company is unable to foresee or guarantee the precise result of an update, amendment, alteration or modification. As a result, any update, amendment, alteration or modification could lead to an unexpected or unintended outcome that adversely affects POP and/or the Website. As a result, POP may be lost.

Risk of no Listing or low/no Liquidity

POP are intended to be used solely for the ABRAND.IO Platform and the Company will not support or otherwise facilitate any secondary trading on an exchange or the secondary market or the external valuation of POP, which are all beyond the scope and purpose of the ABRAND.IO Platform. This restricts the contemplated intended use of POP only to the ABRAND.IO Platform and could therefore create illiquidity risk with respect to POP that the Participant owns. Even though there are currently online services available which enable exchange of cryptographic tokens with other such tokens or even enable the exchange of cryptographic tokens for fiat money, there are no warranties and/or guarantees that POP will be made available for exchange with other cryptographic tokens and/or fiat money, and no guarantees are given whatsoever with regard to the capacity and/or volume of such exchange/s.

It shall be explicitly cautioned that such exchange, if any, might be subject to poorly-understood regulatory oversight, and the Company does not give any warranties in regard to any exchange services providers. Users including the Participant, if applicable, might be exposed to fraud and failure affecting those exchanges. In any case, it is not the Company's aim to enable exchange of POP for other cryptographic tokens or for fiat currency and it shall therefore not commit to any endeavours to list POP on such exchanges or any secondary markets.

Risks of an eventual unfavourable fluctuation of ETH or POP' value

The ABRAND.IO Platform is intended to be financially self-sufficient and self-financing after the Private Placement Event and the Company commits to have no specific interest in the market value of POP. Nevertheless, if the value of BTC, ETH and/or POP fluctuates, the Company may not be able to fund development to the extent necessary, or may not be able to develop or maintain the ABRAND.IO Platform in the manner that it intended. In addition to the usual market forces, there are several potential events which could exacerbate the risk of unfavourable fluctuation in the value of ETH or POP including another DAO-like attack on the Binance network, or significant security incidents or market irregularities at one or more of the major cryptocurrency exchanges.

Risk of Malfunction in the Binance Network or any other Blockchain and of Competing Platforms

It is possible that POP are interacting with malfunctions in an unfavourable way, including but not limited to one that results in the loss of POP or prevent their use on the ABRAND.IO Platform. It is possible that alternative platforms could be established that utilise the same open source code and protocol underlying the ABRAND.IO Platform and attempt to facilitate services that are materially similar to the ABRAND.IO Platform. The ABRAND.IO Platform may compete with these alternatives, which could negatively impact the ABRAND.IO Platform, including the utility of POP for use of the ABRAND.IO Platform.

Risk of Uninsured Losses

Unlike bank accounts or accounts at some other financial institutions, POP are uninsured unless the Participant specifically obtains private insurance to insure them. Thus, in the event of loss of POP or loss of POP's value, there is no public insurer, such as the Investor Compensation Scheme or private insurance arranged by the Company to offer recourse to the Participant.

Risks

Risk associated with uncertain Regulations and enforcement actions

The regulatory status of tokens in general, Initial Token or Coin Offerings, Private Placement Event and distributed ledger technology is unclear or unsettled in many jurisdictions. It is difficult to predict how or whether regulatory authorities may apply existing regulation with respect to such technology and its applications, including the ABRAND.IO Platform and the POP. It is likewise difficult to predict how or whether legislatures or regulatory agencies may implement regulatory actions or changes to law and regulation affecting distributed ledger technology and its applications, including the ABRAND.IO Platform and the tokens.

Regulatory actions or changes to law and regulation could negatively impact POP and the ABRAND.IO Platform in various ways, including, but not limited to, a determination that the acquisition, holding and use or disposal and transfer of POP constitutes a regulated instrument that require registration or licensing of those instruments or some or all of the parties involved in the acquisition, contribution, sale and delivery thereof. The Company may cease operations or interrupt the Private Placement Event in a jurisdiction in the event that regulatory actions, or changes to law or regulation, make it illegal to operate in such jurisdiction, or commercially undesirable or no longer viable to obtain the necessary regulatory approval/s to operate in such jurisdiction or to provide the ABRAND.IO Platform.

Risk arising from Taxation

The tax characterization of POP is uncertain. The Participant must seek his own tax advice in connection with purchasing POP, which may result in adverse tax consequences to him, including withholding taxes, income taxes and tax reporting requirements.

Risk of insufficient interest in POP and the ABRAND.IO Platform

It is possible that POP and the ABRAND.IO Platform will no longer be used by a large number of individuals, companies and other entities or that there will be limited interest in the use of POP and the ABRAND.IO Platform. Such a lack of use or interest could negatively impact the development of the ABRAND. com Platform and therefore the potential utility of POP.

Internet Transmission Risks

There are risks associated with using POP including, but not limited to, the failure of hardware, software, and Internet connections, or other technologies on which the ABRAND.IO Platform or the use of POP relies. Such failures may result in disruptions in communication, errors, distortions or delays when using POP and the ABRAND.IO Platform or the Website.

Risk of Dissolution of the Company

It is possible that, due to any number of reasons, including, but not limited to, a decrease in POP's utility, the failure of commercial relationships, or intellectual property ownership challenges, unfavourable market conditions and added compliance and regulatory obligations, the use of the ABRAND.IO Platform may no longer be viable to be offered or the Company may need to cease trading and be dissolved and liquidated.

Risk arising from Lack of Governance Rights

Since POP do not represent or confer any ownership right or stake, share or security or equivalent rights, intellectual property rights or any other form of participation relating to the Company, all decisions involving the Company will be made by Company at their sole discretion, including, but not limited to, decisions to transfer more POP for use, to sell or liquidate the Company. These decisions could adversely affect the utility of that the Participant holds.

Risks

Regulatory Risks and Market Risks

The Company and by operation of the ABRAND.IO Platform, are subject to a variety of domestic and/or EU and international laws, regulation and directives, including those with respect to privacy and data protection, consumer protection, data security, and others. These laws, regulations and directives, and the interpretation or application of these laws, regulations and directives, could change. In addition, new laws, regulations or directives affecting the Company, the ABRAND.IO Platform and POP could be enacted, which could impact the utility of POP and their use on the ABRAND.IO Platform. Additionally, the Participants are subject to industry specific laws and regulations or licensing requirements.

If any of the Parties fails to comply with any of these licensing requirements or other applicable laws or regulations, or if such laws and regulations or licensing requirements become more stringent or are otherwise expanded, it could adversely impact POP and the ABRAND.IO Platform, including the POP' utility on the ABRAND.IO Platform. The Participant hereby accepts the risk that in some countries POP might be considered, now or in the future, a Security Token. In this case the Company gives no representations, warranties or guarantees that the Utility Tokens are not considered to be Security Tokens in all countries. The Participant hereby accepts to be solely responsible of the legal, financial and any other risks connected to POP as a security in his country and to be the only responsible to check if the holding, using and the disposal of POP is legal in your country.

Also, changes in laws, regulations and directives governing the Company's operations may adversely affect their business and consequently the ABRAND. com Platform. Any change in the Company's tax status, or in taxation legislation in BVI or elsewhere, could affect the value of its financial holdings, its business and the Company's ability to achieve its business objective and continual commitment to the development of the ABRAND.IO Platform.

Other Inherent Risks

The Participant understands and accepts the inherent risks associated with POP, to the extent not covered elsewhere in the Terms, including, but not limited to, risks associated with (a) money laundering; (b) fraud; (c) exploitation for illegal purposes; and (d) any other unanticipated risks.

Unanticipated Risks

Cryptographic tokens such as POP as well as blockchain are a new and untested technology. In addition to the risks included in the POP Documents there are other risks associated with the Participant's acquisition, holding and use of POP , including some that the Company cannot or may not anticipate. Such risks may further materialise as unanticipated variations or combinations of the risks discussed in the POP Documents.

The Participant hereby represents and warrants that he will take sole responsibility for any restrictions and risks associated with the holding or use of POP. If any of the risks, mentioned in the Terms are unacceptable or the Participant is not in the position to understand, the Participant should not acquire, hold or use POP.

1.2

Definitions

Definitions, as applied within this document:

POP Token(s)

A utility cryptographic decentralised token issued by the Company based on the Binance protocol (BEP20 token) being the token which can be used by brands, Influencers and followers to acquire personalized social Tokens

Influencer Token(s)

A utility cryptographic branded token bearing the marks/name of the partnering sports team or organization to which they relate. Such Influencer Tokens are created by a separate entity within the Group and are designed for direct utility within the ABRAND.IO Platform. Influencer Token(s) grant holders voting rights to particularly participate in the decision-making processes, feedback polls and surveys in regards to the sports teams or organizations to which they relate. Influencer Tokens can be exclusively traded using POP Tokens.

Participant

Any person (natural or juridical), who has contributed and is bound by the terms of the private placement and this White Paper and/ or who intends to hold and/or use POP Token(s) at any moment in time and shall include any person who intends to become a Participant.

Issuer or Company

POP SOCIAL Limited, a company registered under the Laws of BVI with company registration number XXX and having its registered address at xxx

ABRAND SOCIAL Limited, a company registered under the Laws of BVI with company registration number CXXX and having its registered address office XXX (as ultimate parent company) and its direct and indirect subsidiaries.

White Paper

This document in its entirety

ABRAND.IO or ABRAND Platform, or Platform

The ABRAND.IO platform, a platform developed by another entity within the Group, operating on the basis of blockchain technology and smart contracts for the purpose of offering a influencer management platform where brands can engage with influencers and consumers for marketing and brand promotion services

VFA Act

The 'Virtual Financial Assets Act' (Cap. 590 of the Laws of BVI) and any subsidiary legislation enacted thereunder

1.2

Information on the Issuer

Information on the Issuer:

The issuer of the POP token is POP SOCIAL Limited, a company registered under the laws of BVI with company registration number xxx and having its registered address xxx BVI (the "Issuer").

The Issuer was established on July, 2021 as a wholly-owned subsidiary of ABRAND SOCIAL Limited. The Issuer is lawfully existing and registered as a private limited liability company in terms of the 'Companies Act', Chapter 386 of the Laws of BVI



Know Your Customer (KYC) and Anti-Money Laundering (AML) & Counter Financing of Terrorism Procedures:

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KYC & AML

The issuer has adopted rigorous KYC procedures to verify the identity of every applicant, and the beneficial owner (where applicable) that has expressed interest in acquiring POP and only those contributors which have successfully identified themselves in the KYC procedure, to the Issuer's satisfaction, have been successful in participating in the POP Private Placement.

Strict compliance with KYC procedures protects the contributors and the Issuer from criminal elements such as money laundering activities and terrorism financing. The KYC procedures adopted were based on current market practices and in accordance with all applicable BVI and EU legislation

The Issuer recognizes the importance of preventing money laundering and terrorism financing therefore AML and counter-financing of terrorism procedures have been implemented in accordance with applicable legislation, notably the Prevention of Money Laundering Act (Chapter 373 of the Laws of BVI) including any rules and regulations enacted thereunder. The Issuer particularly requested the identification of any politically exposed persons ("PEPs"), an individual who is or who has, been entrusted with prominent public functions, and immediate family members, or persons known to close associates of such persons.

The policies and procedures implemented by the Issuer in this respect are based on contributor's identification and contributor's identity verification on the basis of the following sources:

- Documentation provided by the contributors.
- Information about the contributors obtained from reliable and independent sources.

In particular, the Issuer has and shall not conduct business with the following risky persons:

- Those refusing to provide the Issuer with required information or documentation.
- Entities whose shareholder/control structure cannot be determined. Those individuals that are included on any official sanction lists.

Individuals indicating possible involvement in criminal activities based on available information.

Those individuals with business where activity, source of funds or source of wealth cannot be reasonably verified.

An appropriate record of received documentation and information, copies or recommendations are retained by the Issuer for the legally established time period as per applicable laws, including AML legislation and data protection laws including General Data Protection Regulation.

1.4

IP Rights & Service Providers

Intellectual property rights associated with the offering, projects arising from it, and protection thereof:

The POP and ABRAND.IO marks, all content on the POP website (wwwabrand.io) and this white paper in relation to the POP offering and the ABRAND.IO platform, unless mentioned otherwise, remain the intellectual property rights of the Issuer's parent company, ABRAND SOCIAL Limited, a company registered under the laws of BVI with company registration number C 73768 and having its registered address at Level 7, 14 East, Sliema Road, Gzira, GZR 1639, BVI.

This means that readers are not allowed to use the content contained in web pages, electronic or written publications or any other media and/or words, phrases, names, designs or logo that are our trademarks without our express written permission.

All information provided on website, whitepaper, business model and any other public document, is subject to change without any notice to any person including any stakeholders or token holders.

External Service Providers:

Legal Advisors:

XXX

Auditors:

XXX



2

THE POP

1. What is the POP & the ABRAND.IO platform?
2. Why develop the POP & the ABRAND.IO platform?



A SHARED-VALUE ECOSYSTEM FOR **INFLUENCER MARKETING**

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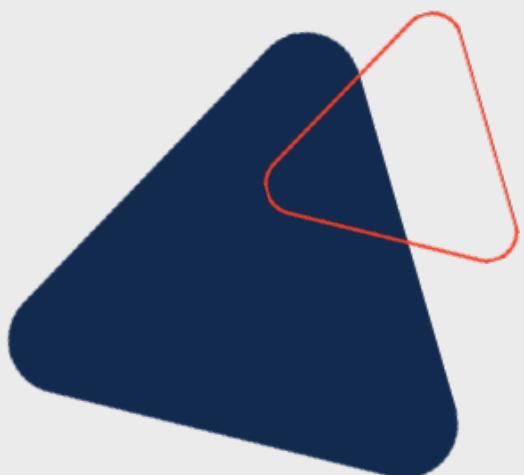
ABRAND.IO, the platform POP powers

POP, powering ABRAND.IO, gives brands, Influencers , content creators and consumers ability to engage effectively to generate mutual value and share it equitably. By 2025, we anticipate a marketing landscape that is not only shaped by the rise of influencer marketing power but by those who can most effectively activate and monetise that audience by putting their follower base in the driving seat.

We call it **radical follower engagement**:

ABRAND aims to establish a **decentralized shared value influencer ecosystem** for digital marketing to enable **vibrant social-media communities**

- Connect Creators, Influencers and brands through an accessible and transparent smart-contract based marketplace
- Provide monetization opportunities for creative content through NFT's
- Enabling widespread audience exposure and engaging consumers effectively.



2.2

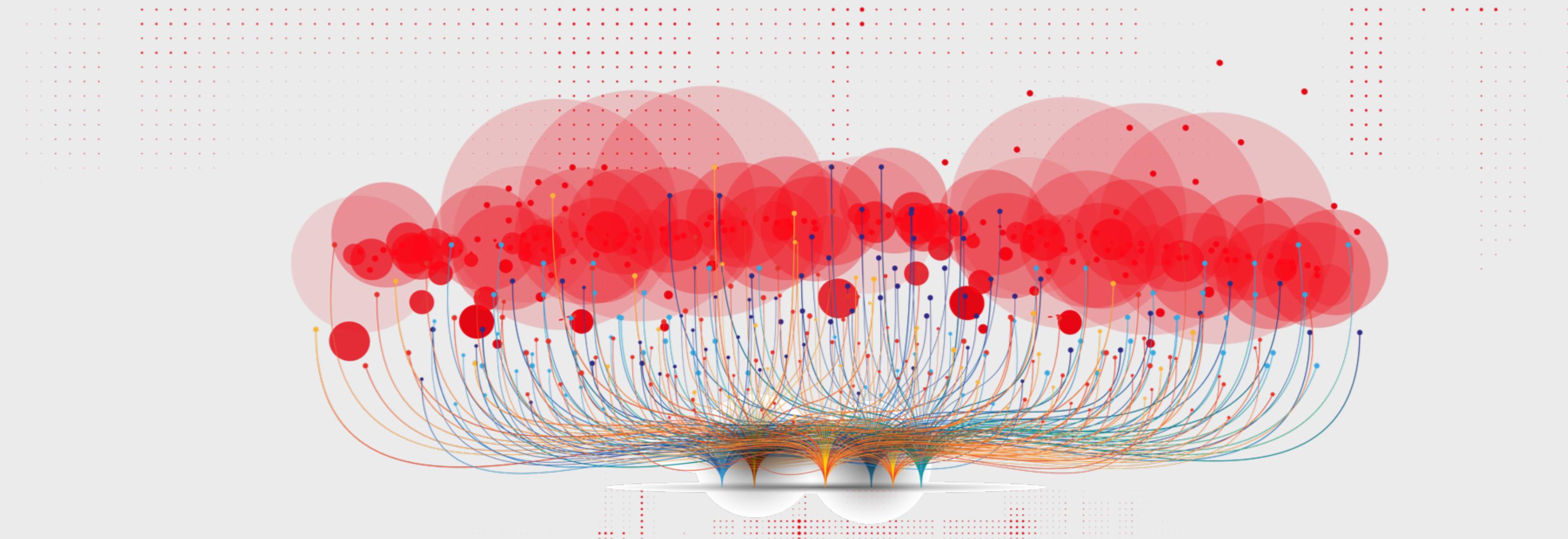
Why develop POP SOCIAL TOKEN & the ABRAND.IO platform?

Our motivation: To empower the millions of growing micro-influencers and content creators to engage better with brands to forge the change they believe in.

With POP tokens powering the ABRAND.IO platform our vision is to turn 20MM+ micro-influencers and their billions-strong followers to have more say in what brands do. The influencer marketing market continues to grow year over year, and the engagement platform market in specific is expected to experience >30% annual growth over the next 5 years to reach 80B\$ in size.

We would continuously strive to improve Influencer engagement , monetization and empowerment. This would provided through a unified technology platform for scheduling, posting, communication, streaming their content. They would be able to collectively make offers to brands to promote their campaigns and monetize their content through NFT's and smart-contracts. All of this would be powered by advanced analytics to provide the brands transparent and reliable visibility of their campaigns.

Our vision embraces the mega-social-trends of **Influencer marketing, GIG Economy and Blockchain** to create **Socially equitable solutions** for the post-COVID world.





3

PROBLEM & SOLUTION

1. The Opportunity
2. The Innovation

3.1

The Opportunity

THE POWER OF MICROINFLUENCING

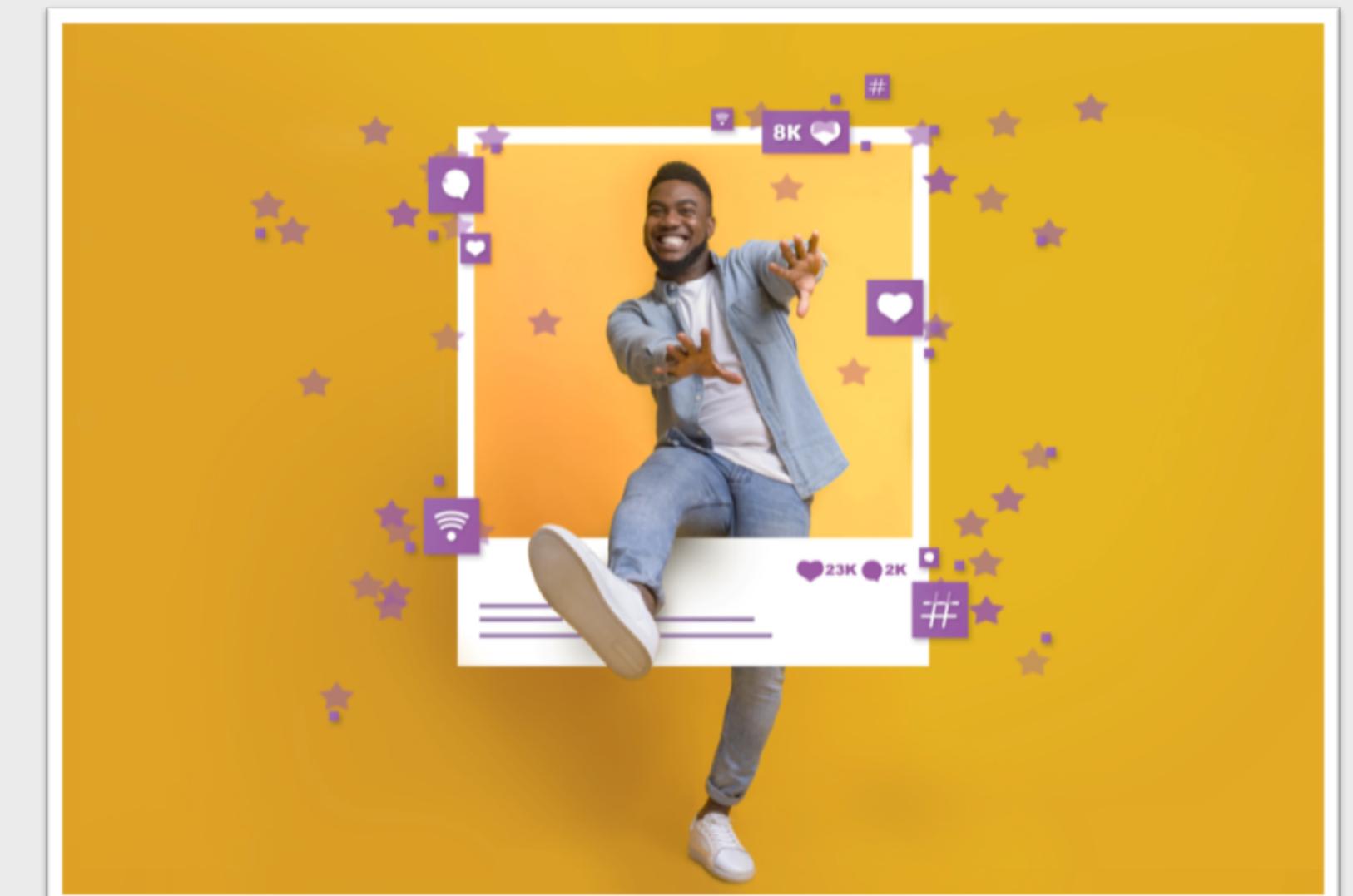
- 88% of marketers prefer working with influencers with 100,000 followers or less. In fact, 35% prefer influencers with less than 10,000 followers. 70% of marketers place the ideal range to be somewhere between 2,000 and 100,000 followers
- The ratio of Mega to micro influencers used in campaigns is 1:10 in 2020 compared to 1:3 in 2016
- Micro-influencers are considered to be more competitive while being authentic.
- Micro-influencers, particularly those with fewer than 25,000 followers, have the highest engagement rates at around 7%.

Influencer Engagement Rates

	Instagram	YouTube	TikTok
Micro <15k	3.86%	1.63%	17.96%
Regular 15k-50k	2.39%	0.51%	9.75%
Rising 50k-100k	1.87%	0.46%	8.7%
Mid 100k-500k	1.62%	0.43%	6.67%
Macro 500-1M	1.365	0.44%	6.20%
Mega 1M+	1.21%	0.37%	4.96%

Stats Source: AspireIQ, CreatorIQ and SocialPubli

THE POWER OF MICROINFLUENCING



3.2

The ABRAND.IO platform, powered by the POP token helps Influencers and consumers can engage directly with Brands and organizations.

The Innovation

The platform provides for tech solutions that help with the following to eliminate the key pain-points of the influencer ecosystems

- Unified Omni-Channel Social Management: to schedule, post and messaging
- Collective participation of micro-influencers in a Brand campaign
- Decentralization in influencer marketing community through smart-contracts, social tokens and NFT's
- Advanced AI based Social media analytics for brands to effective engagement



4

PLATFORM INTRODUCTION

1. An overview
2. Influencer decisions
3. Partner Flexibility
4. Third parties
5. Influencer-owned teams

The ABRAND.IO platform

THE DREAM

Influencer marketing made easy, where brands launch seamless campaigns through hundreds of influencers and content creators. Influencers get paid equitably for the value they generate.

THE ENGINE

The ABRAND.IO platform's blockchain backed, tokenized smart contract system; capable of driving transparent and democratic hiring making processes for brands, influencers and followers easy to work together

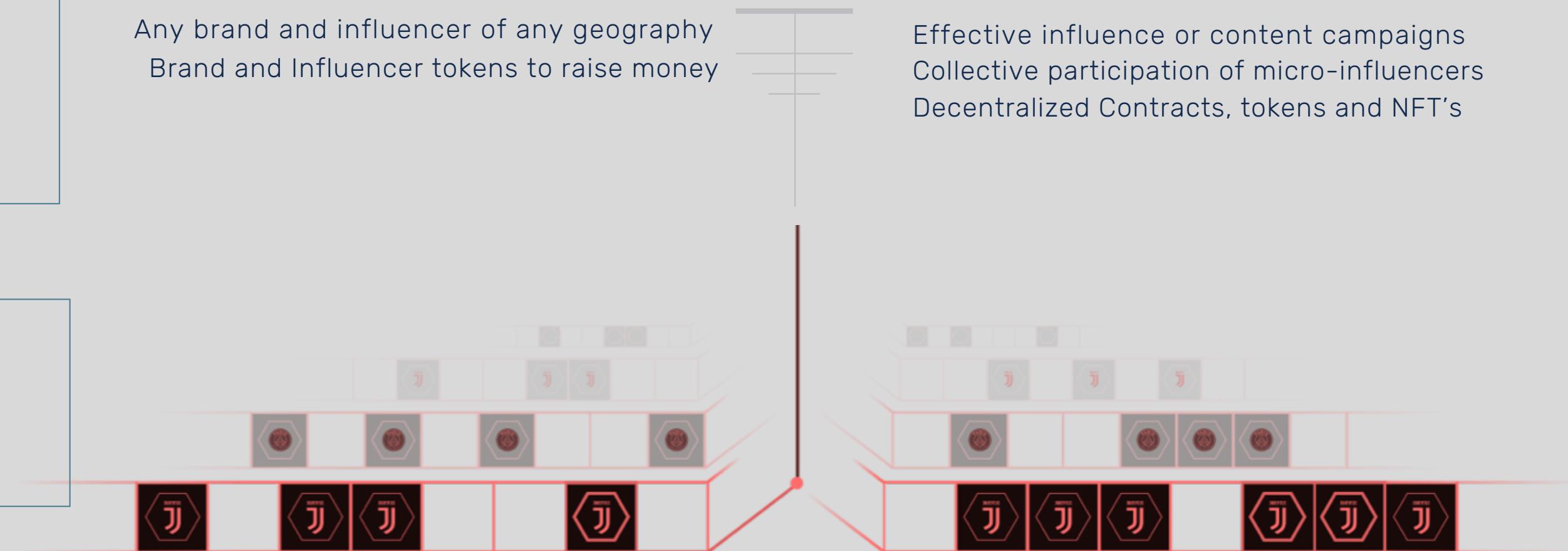
THE FUEL

The \$POP uses a multi-token model. It is the underlying governance token for the influencer network on top of which brands and influencer can mint their personalized coins . \$POP stakes are required to mint these personalized social tokens and they inherit \$POP's liquidity. The growth of \$POP, Brandcoins and Influencer coins create network effect and build one each other

What this social token platform can power:

Any brand and influencer of any geography
Brand and Influencer tokens to raise money

Effective influence or content campaigns
Collective participation of micro-influencers
Decentralized Contracts, tokens and NFT's



4.3

The
ABRAND.IO
platform

INFLUENCERS

- Direct engagement gigs with Brands
- Can launch personalized token
- Performance based smart contracts

CONTENT CREATORS

- Access to opportunities from Brands
- Monetization of content by converting to NFT



BRANDS

- Launch Campaigns: Content / Influence
- AI based analytics for effective choice

FOLLOWERS

- Compensated for user generated content, engagement and promotion



4.4

Versatile platform

An example: The ABRAND.IO platform can be connected to Twitch via overlay options, creating real-time influence opportunities and giving Influencers the ability to utilize Influencer Token-empowered voting and other ABRAND.IO platform features while watching the very teams/ events they are influencing.

04 Platform Introduction

26

Mobile app development for the ABRAND.IO platform will allow Influencers to access the voting and rewards portals they have a say in from anywhere - on-site at events, out with friends or anywhere else.



5

POP & ABRAND.IO: VISION THROUGH 2025

-
1. First application
 2. Milestones
 3. Expansion Phases

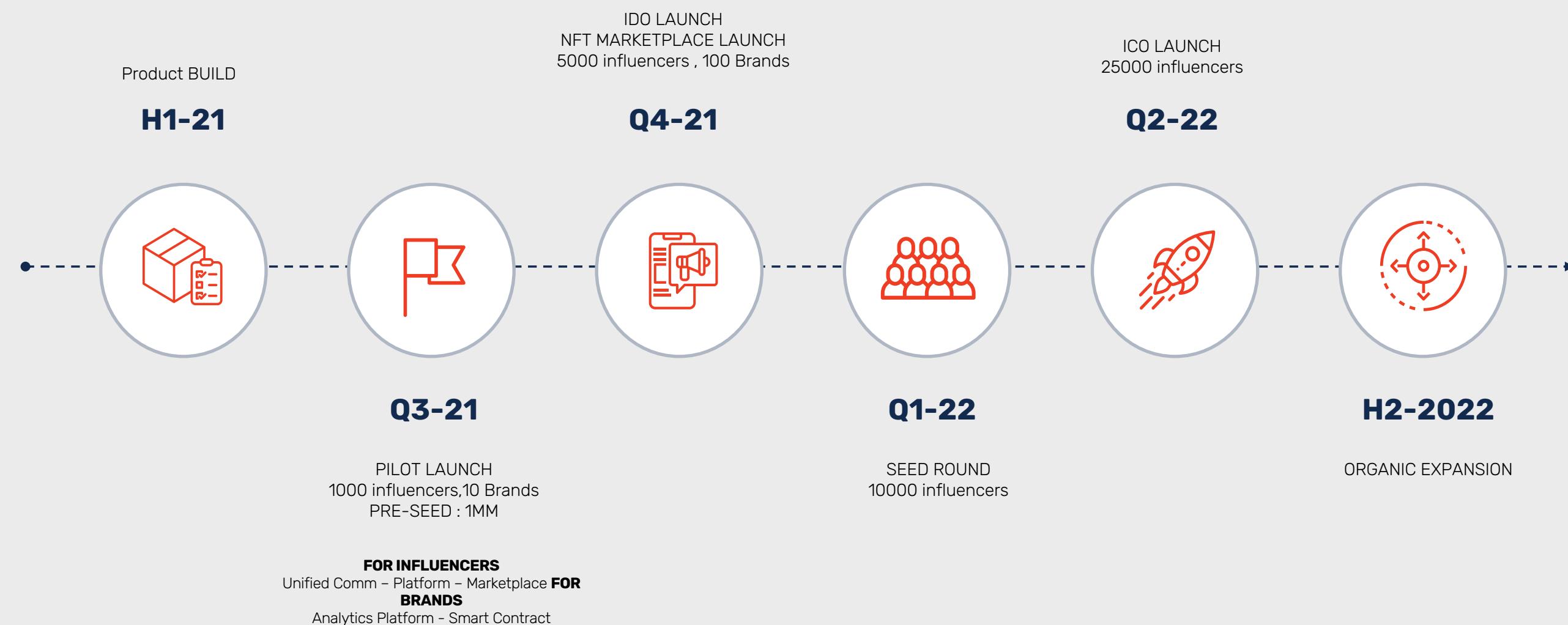
5.1

First
Application:
Activating
micro-
influencers

AAA

5.2

Future Milestones



5.3

3 Phases: Launch, buildout, and market adoption

PRE-LAUNCH

Q3, 2021

POP tokens are generated and distributed; the ABRAND.io platform moves past development milestones to enable POP to Influencer Token transactions & smart contract based payment mechanisms. First major brands sign on to participate in the platform, while thousands of micro-influencers join the movement

LAUNCH

Q4, 2021

The POP token becomes readily available for public purchase on exchanges. The ABRAND.IO platform opens for a soft launch to the public, with the platform's initial crop of cornerstone partner brands offering their social Tokens and enabling influencer and consumer engagement.

DIVERSIFICATION

2022+

With POP now in organic circulation as a currency, ABRAND.IO moves to expand its Influencer Token economy and rewards based offerings into multiple geographies and verticals - actively on-boarding brands and influencers. The platform's moves to aggregate diverse partner types.



6

ABRAND.IO PLATFORM: FEATURES

1. \$COZ and Voting
2. Influencer Token Offerings
3. Buying and Selling Influencer Tokens

6.1

Causes tokens and Voting rights

The Cause-specific engines that run every decision in the ACHANGE.IO platform

ABRAND provides an opportunity for Brands, Influencers, Content creators and Followers a say in different social causes through ACHANGE.io.

10% of \$POP liquidity will be assigned to social causes through \$COZ.

All new personalized social tokens will have the option to contribute 10% of the initial offering and 10% of their BUY/SELL tax to tokens of social causes of their choice

Each social cause shall have its own social token whose owners will be the brands, influencers and followers who contributed to the cause

Maintaining Cause Management Integrity

Every cause operating on the ACHANGE.IO platform will run their own semi-autonomous organizations - implementing democratic rules to poll Cause Token holders about every cause-related decision. These semi-autonomous organizations consist of smart contracts executed on the \$COZ side blockchain, guaranteeing integrity by ensuring that only cause Token holders can participate and therefore influence it proportionally to the number of Cause Tokens they own. Blockchain-managed votes are publicly auditable, ensuring that neither the ABRAND.IO or ACHANGE.IO platform nor the organisations fuelled by it, can manipulate voting results or ignore crowd-guidance.



6.2

Cause Token Offerings

A democratic solution for followers to purchase first-offer Social Tokens from newly introduced brand and influencer tokens on ABRAND.IO

When a new Brand or Influencer goes live on ABRAND.IO, their supply of Influencer Tokens is offered for purchase by Followers on a first come, first served basis as a fixed price point. Only after Influencer Tokens are in the hands of Influencers, can they be listed or re-listed on ABRAND.IO's shared marketplace. This fixed-price 'order line' is in place to ensure that the first chance to purchase any given Brand/Influencer Tokens is a transparent and fair experience for users.

How Cause Token Offerings Work

Together with ABRAND.IO, each new Cause on-boarded to the platform decides on an initial POP-pegged value for their Influencer Tokens. This is a fixed, base price (in \$POP) at which all Influencers can publicly purchase specific Influencer Tokens on first release.

Similarly in ACHANGE.IO, each new Cause on-boarded to the platform decides on an initial COZ-pegged value for their Cause Tokens. This is a fixed, base price (in \$COZ) at which all brands, Influencers, content creators and followers can publicly purchase specific Cause tokens on first release

Buying accessibility for these first-run cause Tokens functions as a virtual line. Influencers pre-order a set amount of tokens before release, with orders fulfilled in the order in which they're placed.

Cause Token Offerings run under volume consideration as well. This means that single user has a capped amount of Influencer Tokens which they can pre-order for any team. This may fluctuate on a cause-by-cause basis, but the end goal of capping remains the same - to ensure that no single user is able to buy up a monopoly of cause Tokens. These user by user caps for ownership are maintained even after a new cause's Influencer Token Offering period expires and their Influencer Tokens go live on the ACHANGE.io marketplace.

*Influencer Token Offerings, as well as Influencer Tokens fall outside the scope of this White Paper – they are mentioned in this White Paper by way of reference only and are strictly not regulated by the contents hereof.

6.3

Buying & Selling Cause Tokens

A gamified marketplace where Followers can acquire, sell & grow their 'Cause Token Portfolio'

Holders who are in control of one or more Cause Tokens on ACHANGE.IO gain access to the [ACHANGE.IO marketplace](#). Here holders can auction off the voting rights (Cause Tokens) they hold. This dynamic, gamified system allows users to leverage their ownership positions to exchange ICauser Tokens for COZ at dynamic rates.

What this means:

Users are free to list their Cause Tokens at any price they wish - for example 20 COZ for a specific Influencer Token - but that doesn't guarantee they'll be sold. For any given team's marketplace, only the cheapest Influencer Token price is visible to buyers. Once that token is purchased, the next cheapest price becomes visible and acts as that Influencer Token's current public value. Each Influencer Token price point in the ABRAND.IO shared marketplace is updated in real-time, so where and when users decide to buy or sell Influencer Tokens becomes a strategic consideration - similarly to a normal market or exchange.

With regard to selling, Holders who auction off their Influencer Tokens can use their accrued COZ to diversify the ICause Tokens they hold across causes or other entities, or to keep building their voting stewardship in different causes

A Gamified Economy & Business Model: The ACHANGE.IO marketplace ensures that COZ tokens have real utility. Traded in a sub environment, the acquisition of voting rights in a holder's favourite cause becomes a meta-game in itself. Trading micro-fees taken by the platform also represent a sustainable business model to fuel the ACHANGE.IO platform as a whole.



7

TECHNOLOGY & VALUES

1. Our values
2. Auditability
3. ETH Protocol & BEP Standard
4. Why Binance?
5. The platform at a glance

7.1

Transparency and auditability: Core ethos for POP & ABRAND.IO

Our values and how blockchain serves them

Our commitments both to future users of the ABRAND.IO platform and the organisations fueled by the POP token are clear:

For our users: To be the currency and platform which together act as a decision-making engine of the consumers, giving them a way to meaningfully influence their favourite causes with complete integrity.

For our partner organisations: To create and share revenue generated via the ABRAND.IO and ACHANGE.IO platform in a fair & transparent way.

Trust in our currency and the platforms and products its made to power is important – both for our users and our partners – but we understand that trust alone is not enough when it comes to ensuring that voting rights will be exercised fairly and that revenue will be accounted for accurately. As a technological foundation, blockchain is the de-facto choice to do so in an eloquent manner.

To ensure integrity, we run our own permissioned instance of the Binance blockchain. This permissioned sidechain is the core of ABRAND.IO. It hosts every brand, influencer and cause or other organisation who connects with the platform, together with each organisation's crowd voting mechanisms run as a Semi-autonomous organization on this blockchain.

Running our own permissioned sidechain will drastically reduce transaction costs by allowing the use of a Proof of Authority (PoA) consensus algorithm to confirm each new block of the permissioned chain - with each block storing polling/ decision results - instead of necessitating the use of Proof of Work (PoW) consensus. Other than being a scalability solution, this system also ensure transparency as ABRAND.IO's PoA sidechain will be publicly auditable.

7.2

Auditability

On the permissioned sidechain:

Everything occurring on the ABRAND.IO platform in terms of voting & trading is stored in an auditable, permanent manner via public ledger on our permissioned blockchain.

On the main Binance blockchain:

Everything that occurs on the ABRAND.IO platform in terms of POP BEP20 transactions - new accrualment of Influencer Tokens converted from POP (\$POP) tokens and ABRAND.IO account balance exchanges as part of the platforms other service features - will be stored in an auditable, permanent manner via public ledger on the main Binance blockchain.

The ABRAND.IO platform will serve as an oracle connecting our permissioned sidechain to the main Binance blockchain:

POP (\$POP) Tokens will be emitted on the main Binance blockchain, while partner-specific Influencer Tokens will be emitted on our permissioned sidechain. This means that on a functional level the ABRAND.IO platform itself serves as the only bridge which the exchange of POP tokens and Influencer Tokens (and vice a versa)

The ABRAND.IO platform's public ledgers, which together chronicle a full history of platform-wide transactions, can be audited by anyone, namely the Influencers who entrust us to give them a legitimate set of voting rights.

7.3

Utilizing the Binance Protocol & the BEP20 Token Standard

What is Binance?

In the words of the founders:

"Binance is a decentralized platform that runs smart contracts: applications that run exactly as programmed without any possibility of downtime, censorship, fraud or third-party interference.

These apps run on a custom built blockchain, an enormously powerful shared global infrastructure that can move value around and represent the ownership of property.

This enables developers to create markets, store registries of debts or promises, move funds in accordance with instructions given long in the past (like a will or a futures contract) and many other things that have not been invented yet, all without a middleman or counterparty risk.

What is the BEP20 Token Standard?

BEP20 is one of many different protocol standards on the Binance network for issuing tokens. "BEP20" itself simply means 'Binance Request for Comment 20', with the number 20 serving as a unique identifier of this specific standard.

For a token to be considered BEP20 compliant, it needs to feature this standard's necessary smart contract 'rule' - or function - inclusions. There's 6 mandatory functions and an additional 3 optional functions which dictate if a token is BEP20 compliant or not. You can learn more about what these are in specific terms [here](#).

In terms of top-line scope, the central benefits of compliancy with BEP20 standards for POP lies in the popularity of the standard type itself, wherein its integrity as a tech and protocol standard are well documented. The proliferation of BEP20 standard has also streamlined exchangability and liquidity for these token types .

Ten reasons the ABRAND.IO permissioned sidechain is based on Binance

7.4

Why Binance?

1. We believe in the spirit of **open source** development, having found inspiration from innovations created by open source communities for the last 15 years.
2. Binance provides a complete toolkit for developers to build Apps, Smart Contract and other blockchain based solutions.
3. Binance and Solidity - its smart contract scripting language is supported by a very **well-established and active community**.
4. Compared to other blockchains that have not delivered on use-case promises, Binance is a **proven technology** running live applications by the thousands.
5. Binance comes with a Turing complete **smart contract scripting language**.
6. Binance is a **mature ecosystem** where tools like Parity, Truffle or Open Zeppelin continue to push quality and security upwards.
7. Binance's **vast choice of consensus algorithms** (including Proof of Authority) allows any chain topology, including permissioned chains.
8. Binance has much **higher performance** when deployed on permissioned chains.
9. Binance is '**future proof**' when considering its roadmap (Metropolis and Serenity phases), which paves the way for things like Proof of Stake, Sharding or Plasma chains.
10. With communities - including the Enterprise Binance Alliance - rallying around the environment, Binance benefits from the consensus-confidence of its **diversely focused active adopters**.

7.5

The platform at a glance:

On an architectural level, the ABRAND.IO platform combines its core components across the public Binance blockchain and our permissioned blockchain. The platform acts as a bridge between these two chains.

The
ABRAND.IO
Platform

POP BEP20 tokens are part of the main Binance chain and associated with transactions from Influencers funding & withdrawing from the platform, and aggregation of service and exchange fees (monetisation for partner organisations). The \$POP Vault is also located on the Main Binance chain.

The ABRAND.IO permissioned sidechain is where Influencer Tokens are dispensed and allocated to Influencers through Influencer Token Offerings, or acquired via exchange in the ABRAND.IO marketplace.



8

Influencer ENGAGEMENT TRANSACTIONAL MODEL

1. Monetization
2. Revenue for teams, leagues & events



8.1

Platform monetization

Fees for buying & selling, and for platform services power the ABRAND.IO business model

Low service fees, high transactional volumes

The ABRAND.IO platform will monetize its user base of sports and esports Influencers by charging a micro-fee for all transactions completed on it. However, the act of voting & making decisions as a Influencer once they've purchased Influencer Tokens for their desired team, league and/ or event, will always be free.

Fees will be gathered from all of the following major transaction/ trade points on the ABRAND.com platform as either a very small percentage amount of transactions, or as a set percentage fee, depending on the service type:

ABRAND.IO marketplace

Trading Fees

All P2P transaction conducted on the ABRAND.IO platform's ABRAND.IO marketplace – for followers buying and selling ownership of Influencer Tokens will be subject to a micro-fee.



Sub-feature Service Fees

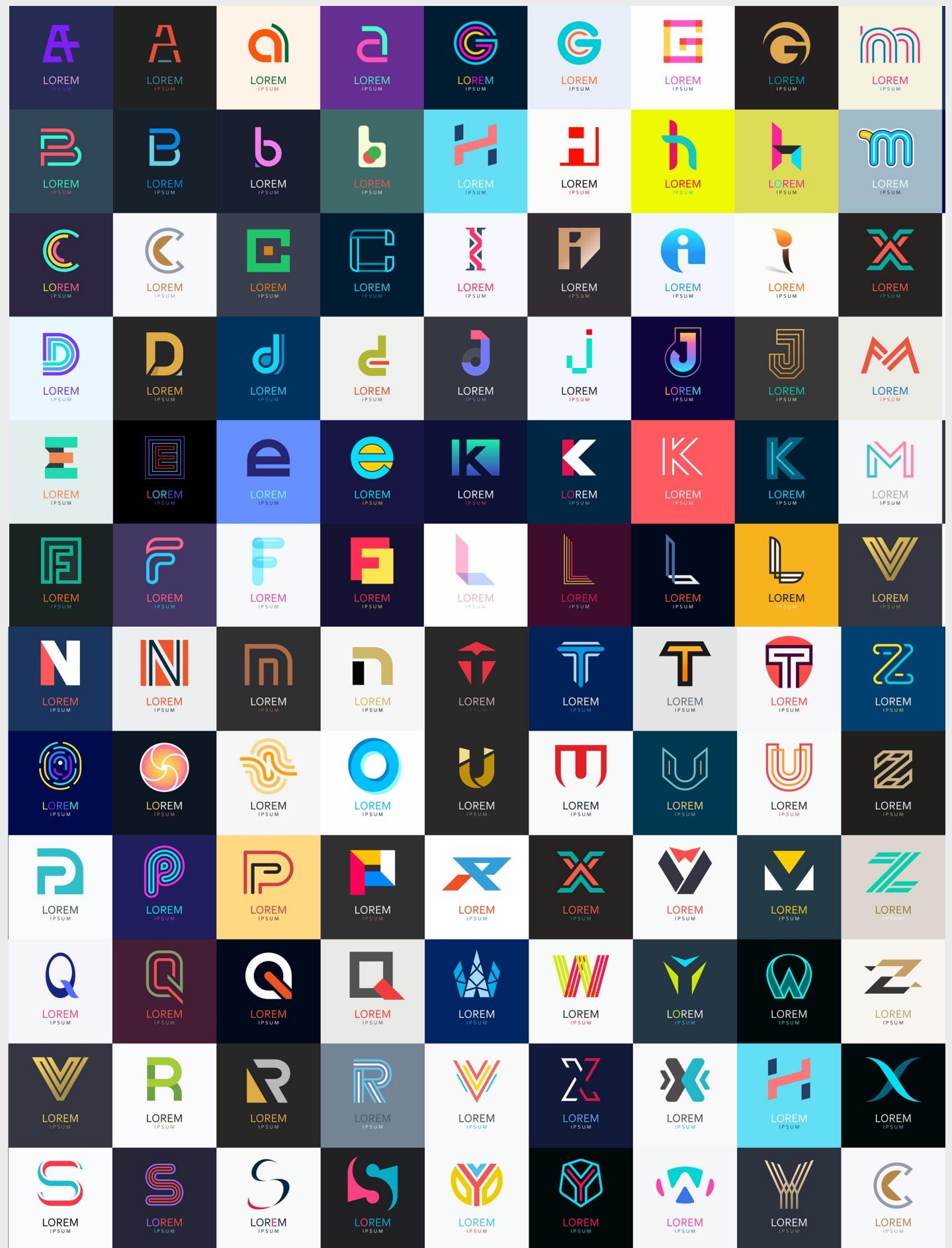
All socially and competitively minded sub-features on the ABRAND.IO platform - including possible trading, content and entertainment features - will be subject to set provider fees for users.

Revenue streams for partners on the \$POP- powered ABRAND.IO platform

Profit share with platform partners

All major brands who connect with the ABRAND.IO platform and have themselves 'listed' on its shared ABRAND.io marketplace will collect a percentage of micro-fee revenue generated as our users buy and sell those partner's social Tokens. Furthermore, at listing, as Influencer Tokens are released onto the ABRAND. com platform and bought by Influencers, a majority of this initial monetary influx goes directly through to the partners they are associated with.

The ABRAND.IO platform doesn't hinge on simply paying influencers and content creators for leveraging their individual follower bases and bringing them into our platform environment; it places them within a sustainable **Influencer Engagement Transactional Model** – where spurring Influencer engagement isn't pursued as a marketing tactic, but as part of a direct business model that provides tools to create real change



9.1

ABRAND.IO

ABRAND.IO is a socially tokenized influencer market engagement platform

ABRAND.IO marketplace & Influencer-led team influence hub

ABRAND.IO is a turnkey solution for brands to engage with influences and content creators to effectively monetize their follower base , thus achieve high alignment ROI's with limited engagement effort

In addition to this upfront upside, ABRAND.IO offers a sustainable source of passive revenue as a team's Influencers use the platform to exBEPise their decision making power, engage with 'ownable' VIP features and buy and sell various branded Influencer Tokens back and forth amongst themselves.

9.2

Virtual Campus for expertise in
Content
Influence management
Cause

ABRAND & ACHANGE Virtual Campus

The POP Blockchain Campus is an Expertise networking center, accelerator and industry hub connecting some of the industry's largest stakeholders : Brands, Agencies and thought leaders

9.2

ABRAND & ACHANGE Virtual Campus

Virtual Campus for expertise in

Content

Influence

management

Cause

The POP Blockchain Campus is an Expertise networking center, accelerator and industry hub connecting some of the industry's largest stakeholders : Brands, Agencies and thought leaders



Expertise HUB's

Virtual network promoting excellence in Content management, Influence management and Cause Management . Partnerships and Services



Mentorship Programs

Structured mentorship opportunities to help token owners improve engagement and create more use-cases



Funding Accelerators

Leading blockchain investment funds will regularly gather to review cause projects



10

TEAM, ADVISORY & SHAREHOLDERS

1. Team
2. Cornerstones
3. Advisory
4. Shareholders

Leadership

10.1

TEAM



Venkat Pacha

Chairman of the Board

Teambuilder . Vision architect with an execution track record.

A versatile business manager dedicated to building value generating ventures in emerging markets. During his 20 year career in Schlumberger he has held multiple management roles in Oil and Gas in India, Indonesia, Russia, Ecuador, United States, Venezuela and Colombia. He is a Chemical Engineer from IIT Kharagpur(India), who holds an Executive MBA from Rotterdam School of Management in The Netherlands and a Fintech diploma from Oxford Said Business School.

PROFILE: <http://www.linkedin.com/in/venkatpacha>

LANGUAGES: Fluent [English, Spanish, Hindi, Tamil, Telugu] Basic [Russian, Bahasa, Bengali].
Based in **COLOMBIA**



Lisa Mota Pinto

CEO

Strong execution with commercial focus.

Lisa has been a growth executor for large businesses for 25 years across Europe, Africa, Middle East, and Asia, mainly in the transport sector. She held Marketing&Sales leadership roles for Emirates Group, Qatar airways, VIVA air, AMADEUS, First Group, and Serco among others. She is a customer-service-oriented and sales-focused person, who has launched and grown large consumer-facing international brands. She is an entrepreneur at heart who started up at 21, while also running her family business in Portugal. Following which she graduated in Computer science and applied Math from Universidade Portucalense and holds an MBA from Henley Business School.

PROFILE: <https://www.linkedin.com/in/lisa-mota-pinto-50159514/>

LANGUAGES: English, Portuguese, Spanish
Based in **COLOMBIA**



Kalyan Kumar

COO

Marketing executive with a Digital Mind

During the last 5 years, he has launched over seven brands through his cutting-edge Influencer & Content Marketing firm and consulted more than 30 startups in India and Indonesia. He has spent the last 20 years promoting brands via ATL, BTL,& Digital marketing while serving as the CMO for mid-sized startups . His focus has been on new technology areas, especially related to Telcom, Mobile and Gaming. A graduate in Mechanical Engineering from IIT-Delhi and a Post-Graduate in Marketing from IIM-Calcutta, he has handled most aspects of marketing, from the conventional to all the new media, with a passion for connecting with the consumers

PROFILE: <https://www.linkedin.com/in/kalyank/>

LANGUAGES: Fluent [English, Hindi,].
Based in **INDIA**



Vignesh Annamalai

CTO

Passionate for building world-class products and Engineering teams

An experienced technology leader with a proven record for building global SaaS, AI, and ML-based application teams. With over 17 years of experience in the Technology industry and 12 years of experience as an entrepreneur, he has built several B2C and Social Media B2B SaaS products around Intelligence and Analytics.. Before that he held various leadership positions at BharatMatrimony, Verizon, and Zoho. He received a Bachelor of Engineering degree from MS University, India.

PROFILE: <https://in.linkedin.com/in/vigneshannamalai>

LANGUAGES: in English, Spanish and Italian.
Based in **INDIA**



Rinal Shah

Brand-Evangelist

Marketing Manager with strong Influencer and Digital background

A digital marketing manager with international diversity and with over 10 years of experience with brand and agencies. Rinal has diverse international experience having grown up in Belgium, educated in London and now based in India. She holds a Bachelor's degree in Management Information Systems and Masters degree in Marketing Management from London School of Economics and Political Science.

PROFILE: <https://www.linkedin.com/in/rinal-shah-11255b43/>

LANGUAGES: Fluent: English, Hindi, Gujarati,
Based in **INDIA**



Kunal Karani

Crypto-Advisor

Tech executive with strong operations and BD background in Crypto

Grew up In Japan, Purdue University alumnus, a 3-time entrepreneur with 7 years of experience in technologies like Blockchai, with a deep understanding of several industries, he brings to the table extensive international experience in the US, Japan and India.

PROFILE: <https://www.linkedin.com/in/kunalkarani/>

LANGUAGES: Fluent [English, Hindi, Japanese].
Based in **INDIA**



11

POP CROWD SALE (\$POP)

1. Distribution
2. Funding allocation
3. Project Token Generation Event

11.1

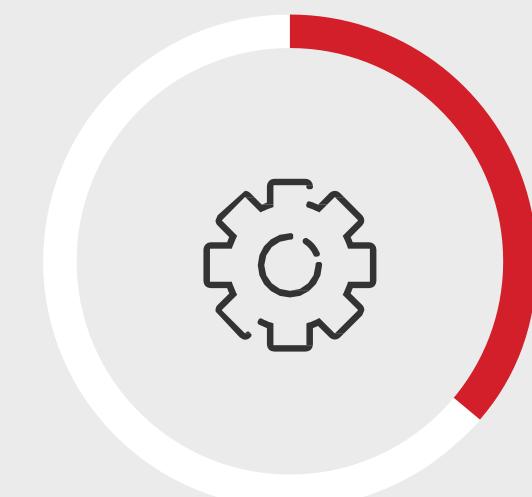
POP TOKEN DISTRIBUTION

Ticker	\$POP
Token type: BEP20	BEP20
Role of Token	UTILITY
ICO Token Price (1POP)	USD 0.01
Total POP to be minted	100,000,000,000
Private pre-sale & private placement hard cap (POP)	10,000,000,000
Fundraising Goal	USD 100,000,000
Can't participate	CANADA, CHINA
Min/Max Personal Cap	USD100 / USD10,000
Accepts	ETH, BTC, USDC



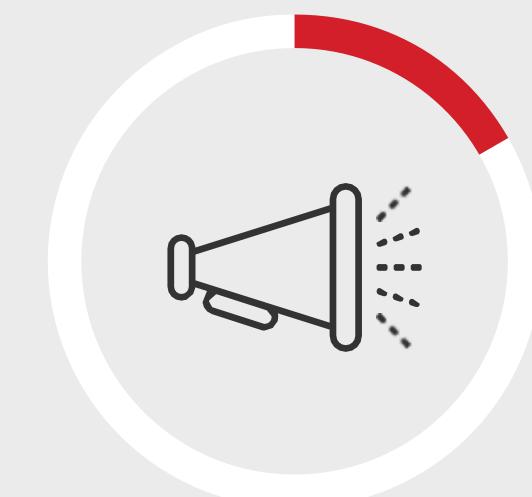
11.2

Pre-Sale & Sale Funding Allocation*



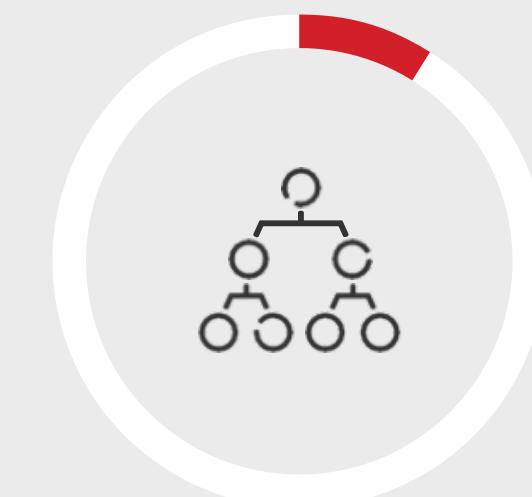
Operational Expenses
58%

A majority of funds will be passed on from the Issuer to an affiliate to develop the ABRAND.IO platform, secure partnerships & realize the platform's digital infrastructure.



User Acquisition
20%

Funds will be used to acquire new users for the ABRAND.IO platform and grow engagement in its voting utilities, P2P user experiences and marketplace.



Corporate Structuring
10%

Funds will be used to ensure that the ABRAND.IO platform maintains fully independent operations and has the strategic freedom to grow on its own terms.



Security & Legal
5%

Funds will ensure timely audits for POP, for ABRAND.IO platform security and to ensure the legality of the platform's operation in the EU and in all other relevant global markets.



Ecosystem Support 7%

The Issuer will invest in BVI's emergent blockchain ecosystem, developing valuable partnerships to help the company and its stakeholders as we grow.

*Denotes allocation of net proceeds of contribution only.



12

CONTACT

121 Points of Contact

12.1

Offices



BVI

POP SOCIAL Ltd

Xxx

BVI

Facebook : <https://www.facebook.com/?sk=welcome>Instagram : <https://www.instagram.com/abrandpop/>Pinterest : https://in.pinterest.com/social2817/_saved/Youtube : <https://www.youtube.com/channel/UCWRh9UopyQvCm9c503i3-hQ>Twitter : <https://twitter.com/ABrandPOP1>Discord :
<https://discord.com/channels/854292218632994846/854292219459928066>Reddit : <https://www.reddit.com/user/ABrandPOP>



POP